



CALIFORNIA SUDDEN INFANT DEATH SYNDROME PROGRAM

California State SIDS Advisory Council Activity Report

May 10, 2011

The following information is based on services provided from January 1 – March 31, 2011 by the California Sudden Infant Death Syndrome Program.

- ◆ **Total Number of Contacts: 1098**
 - Contacts during regular office hours: 1097
 - Contacts during non-office hours: 1
 - Non-emergent: 1098
 - Emergent: 0
- ◆ **Number of Presumed SIDS Deaths Reported: 43**
 - Pending: 43
 - SIDS: 0
 - Not SIDS: 0
 - SUID: 0
 - Undetermined: 0
- ◆ **Technical Assistance/Consultations: 78**

The following are highlights of Activities/Services provided from January 1 – March 31, 2011 by the California Sudden Infant Death Syndrome Program.

- ◆ **Meetings//Conferences/Trainings**
 - January 21, 2011 ~ Attended the Northern California Regional SIDS Council Meeting and 2011 SIDS Conference Planning Meeting.
 - January 25, 2011 ~ Participated in the State SIDS Advisory Council teleconference.
 - January 27, 2011 ~ Conducted Southern California SIDS Training for Emergency Personnel and Public Health Professionals at the Ventura County Public Health Administration Building in Oxnard.
 - February 10, 2011 ~ Attended the Southern California Regional SIDS Council Meeting.
 - February 25, 2011 ~ Participated in a teleconference with Steve Wirtz and Rachel Zerbo of the CDPH Safe and Active Communities Branch to discuss goals, priorities, partners and strategies for the Safe Sleep Policy Workgroup.
 - March 18, 2011 ~ Attended the Northern California Regional SIDS Council Meeting and 2011 SIDS Conference Planning Meeting.
 - March 29, 2011 ~ Participated in a teleconference with Steve Wirtz and Rachel Zerbo of the CDPH Safe and Active Communities (SAC) Branch and members of the Safe Sleep Policy Workgroup to discuss goals, priorities, partners and long/short strategies.
- ◆ **Compliance Monitoring**
 - The monthly epidemiology log and compliance monitoring reports for calendar years 2009 and 2010 were submitted to the CDPH MCAH Division on January 14, 2011.
 - The monthly epidemiology log and compliance monitoring reports for calendar years 2010 and 2011 were submitted to the CDPH MCAH Division on the 15th of February and March 2011.
 - The October- December 2010 fourth quarter Compliance Monitoring Report was compiled and was provided to the State SIDS Advisory Council on January 24, 2011. The report included county specific data for calendar years 2009 and 2010 through December 31, 2010.
 - Quarterly letters for coroners and public health departments non-compliant with reporting were mailed by the Program Manager on March 30, 2011.

◆ **Website**

- The Contractor worked with Modcom to update and add PDFs; identify/repair broken links; update the *What's New* section and *SIDS Coordinator* listing; edit content as needed; and replace the California SIDS parent support organization listing as necessary.
- January 3, 2011 ~ State SIDS Advisory Council member roster page updated with newly appointed Northern/Southern Regional SIDS Council President photos/information; added the Spanish *Helping Baby Back to Sleep* leaflet to the reducing the risk resources.
- January 7, 2011 ~ The 2010 Conference section with linkages to Dr. Krous' research article *Sudden Unexpected Death in Infancy and the Dilemma of Defining the SIDS* and a summary of the highlights of the *SIDS/SUID Topics/Issues Discussed* at the afternoon professional workshop was approved for inclusion on the website by the CDPH MCAH SIDS Program Consultant.
- January 24, 2011 ~ Added the January 25th State SIDS Advisory Council Meeting agenda.
- February 7, 2011 ~ Added the April 7th SIDS Training for Emergency Personnel/Public Health Professionals to the News and Events calendar with registration form/flyer and link to the What's New main page.
- February 28, 2011 ~ Added to the News and Events calendar the October 27, 2011 State SIDS Advisory Council Meeting and Welcome Reception and the 31st Annual California SIDS Program Conference scheduled for October 28th in Sacramento.
- February 28, 2011 ~ Deleted the January 25th State SIDS Advisory Council agenda and added the minutes of that meeting. Added to the State SIDS Advisory Council section the California SIDS Program Activity Report and Quarterly Compliance Monitoring Report for October 1-December 31, 2010; added the Compliance Monitoring Report by County of Residence for Calendar Years 2009 and 2010 through December 31, 2010.
- February 28, 2011 ~ Added the March 24th Federal Bureau of Maternal and Child Health webcast entitled *Infant Suffocation Deaths in the Sleep Environment* to the What's New main page.
- March 9, 2011 ~ The March *Director's Message* was added to the website and the December 2010 edition archived in the SIDS Coordinators' section.
- March 23, 2011 ~ Telephone conference call with Ingrid Hart, Modcom to discuss and develop new pages on the website for National Public Health Week (NPHW) 2011 (*Safety Is No Accident: Live Injury Free*) focusing on safe sleep/suffocation and outreach/education tools at the national, state and local level.
- March 24, 2011 ~ Drafted NPHW website section with linkages, interactive PDF application for local events and overview of sleep related infant injuries and deaths in California for submission to the CDPH MCAH SIDS Program Consultant.
- March 31, 2011 ~ NPHW pages activated on the website for inclusion in the SIDS and Professional section. (To access link go to <http://www.californiasids.com/Universal/MainPage.cfm?p=434>).

◆ **SIDS Educational/Informational Materials**

- The Contractor identified and obtained newly published journal articles regarding SIDS/SUID for the Program's resource library, website posting and/or dissemination.
- Obtained on January 6th from Grief Resources *Is there Anything I Can Do to Help?* booklets for distribution at SIDS professional trainings.
- Obtained on January 11th information from the National Project IMPACT listserve about a newly published downloadable book authored by Rachel Y. Moon MD and Fern R. Hauck, MD entitled *14 Ways to Protect Your Baby from SIDS*. (Go to www.parentingpress.com/sids.html for details).
- Obtained on January 14th the January 2011 edition of the CJ Foundation for SIDS e-newsletter.
- A draft copy of the *Safe Sleep for Babies* bilingual DVD from the Consumer Product Safety Commission was received for preview on January 18th.
- Updated a variety of handouts including: *National SIDS Resources*; *Facts About SIDS*; *SIDS Resources*; *Grief and Bereavement Resources*; *DSS Child Care Licensing Division Regional Offices* listing; *PHN Reporting Guidelines*; and *SIDS Public Health Professional Frequently Asked Questions*.
- Obtained the State of California Commission on Peace Officer Standards and Training (POST) current SIDS training module for dissemination to emergency personnel at the January 27th SIDS training and upon request.
- Received on January 25th from Halo Innovations, Inc. samples of their NICU and hospital newborn nursery educational training packets, swaddle wearable blankets and sleeper blanket.

- Received on January 28th from the National Sudden and Unexpected Infant/Child Death & Pregnancy Loss Resource Center at Georgetown their monthly e-newsletter *MCH Alert: Focus on Infant Mortality*.
- Received on February 3rd from the Association of Maternal and Child Health Programs (AMCHP) their monthly e-newsletter *Pulse: A Year in Review and What's Ahead in 2011*.
- Received on February 8th from the Office of Minority Health their monthly e-newsletter *Healthy Minorities, Healthier America*.
- Received on February 16th the February 2011 edition of the CJ Foundation for SIDS e-newsletter. (Note: The CJ Foundation website, www.cjsids.org, has been updated to include all 2010 SIDS, SUID and SUDC research articles.)
- Received on February 28th the March e-newsletter *Reflections* produced by the Guild for Infant Survival of Orange County.
- Submitted to the National Sudden and Unexpected Infant/Child Death & Pregnancy Loss Resource Center a request to obtain 150 copies of the newly published Spanish leaflet *Helping Baby Back to Sleep* on February 23, 2011. Copies of the new publication were received on March 2, 2011.
- Obtained from Parenting Press a PDF copy of the newly published booklet *14 Ways to Protect Your Baby from SIDS* on February 24, 2011.
- March 14, 2011 ~ Received from the US Consumer Product Safety Commission the bilingual DVD *Safe Sleep Environments for Babies* (TRT 12:25)
- March 21, 2011 ~ Mailed *SIDS Handbook for Public Health Professionals* to the newly appointed Sacramento County SIDS Coordinator.
- March 22, 2011 ~ Educational materials for inclusion in the April 7, 2011 SIDS Training of Emergency Personnel/Public Health Professionals sent to the CDPH MCAH SIDS Program Consultant for review/approval.
- March 25, 2011 ~ Received from the National Sudden and Unexpected Infant/Child Death & Pregnancy Loss Resource Center at Georgetown their monthly e-newsletter *MCH Alert: Focus on Infant Mortality*.
- March 30, 2011 ~ Received the March 2011 e-newsletter *Every Baby Counts* from the CJ Foundation for SIDS.
- March 31, 2011 ~ Received the Office of Minority Health Resource Center e-newsletter *Healthier Minorities, Healthier America* and the California Smokers' Helpline Spring 2011 e-newsletter.
- Variety of educational/informational materials, handouts and speaker power point presentations updated for the April 7th SIDS training.

◆ **Other Miscellaneous Activities/Services**

- January 10, 2011 ~ Conferred with members of the Northern California Regional SIDS Council via email to obtain input concerning the dates/location for the 2011 Annual SIDS Conference.
- January 11, 2011 ~ Telephone conference call with CDPH MCAH SIDS Program Consultant and Research Scientist regarding disparities in the SIDS/SUID diagnosis.
- January 21, 2011 ~ Site visit to the Eliah Harris State Building/Marriott Hotel in Oakland as a possible venue for the 2011 Annual SIDS Conference.
- January 24, 2011 ~ Emailed to the State SIDS Advisory Council/Academy members the Contractor's activity and compliance monitoring reports for October – December 2010.
- January 25, 2011 ~ Emailed the minutes and agenda to the Southern California Regional SIDS Council members for the February 10th meeting. Confirmed the 2011 SIDS conference venue and the Hyatt Regency Hotel in Sacramento as the site for the Welcome Reception.
- January 26, 2011 ~ Obtained approval from the Sacramento County EMS Agency for renewal as a EMT CEU provider through January 31, 2015.
- February 2, 2011 ~ Site visit to preview the Santa Clara County Government Center and meet with the Santa Clara County SIDS Coordinator to discuss details for the April 7th SIDS Training.
- February 8, 2011 ~ Email announcement for the April 7th SIDS Training sent to the Contractor's data base for targeted groups. Email sent to the Northern CA Regional SIDS Council members to obtain input regarding Rachel Moon MD as the 2011 Annual SIDS Conference keynote speaker. Email to the State SIDS Advisory Council members to confirm the date of October 27th for their meeting and the Annual SIDS Conference on October 28th.
- February 9, 2011 ~ Upon review and approval by the CDPH MCAH SIDS Program Consultant emailed to all SIDS Coordinators a policy statement regarding the Halo Sleep Innovations Inc., *Safer Way to Sleep* In-Hospital Education Program.

- February 22, 2011 ~ Reminder email announcements for the April 7th SIDS training sent to the Contractor's data base for targeted groups; fax notices sent to the DSS Community Child Care Licensing Regional offices.
- February 24, 2011 ~ Provided to the State SIDS Advisory Council upon approval from the CDPH MCAH SIDS Program Consultant a summary of participant evaluations for the January 27th SIDS training in Oxnard.
- February 28, 2011 ~ Draft of the March 2011 *Director's Message* submitted to the CDPH MCAH SIDS Program Consultant for review and approval.
- March 4, 2011 ~ Emailed the minutes and agenda to the Northern California Regional SIDS Council members for the March 18, 2011 meeting. The March 2011 edition of the *Director's Message* was emailed to all SIDS/MCAH Coordinators and MCAH Directors upon review/approval from the CDPH MCAH SIDS Program Consultant.
- March 23, 2011 ~ Final email announcement sent to the Contractor's data base of first responders/law enforcement agencies/emergency personnel for the April 7th SIDS training in San Jose.
- March 24, 2011 ~ Conferred with the Hyatt Hotel Sacramento concerning details for the October 27th Welcome Reception and hotel room block for conference attendees.
- March 28, 2011 ~ Telephone conference call with Rachel Moon, MD conference keynote speaker to discuss content for her presentation and other conference details/events.
- March 30, 2011 ~ Submitted to the CDPH MCAH SIDS Program Consultant for review/approval the NPHW notice to be sent to SIDS Coordinators to solicit local safe sleep events/activities for posting on the Program's website.
- Collaborated with the Santa Clara County SIDS Coordinator to plan/organize the April 7th SIDS training and discuss the dissemination of training announcements to targeted agencies and professionals within their local health jurisdiction. Worked with presenters to confirm handouts/power point presentations; confirmed participation of SIDS parents as presenters; and identified training resources and materials to be updated and/or revised.
- Conferred with the CPSC Senior Public Affairs Specialist regarding duplication/distribution of their new DVD *Safe Sleep for Babies*.
- Conferred with Henry Krous MD and Rachel Moon MD as possible speakers for the October 2011 SIDS Conference in Sacramento. Obtained feedback/input from Northern California Regional SIDS Council members regarding suggestions for topics to be covered at the conference.
- Collaborated with the LA County SIDS Coordinator to identify possible dates for a June 2011 SIDS Peer Contact Training.
- Worked with the CDPH MCAH Contract Manager to provide miscellaneous documents, agreement forms and revised budget justifications for the CSULB Foundation/California SIDS Program FY 2011-2014 RFA.
- Conferred with Dr. Keens concerning speakers/content for the CSCA SIDS Summit.
- Conferred with Steve Wirtz and Rachel Zerbo of the CDPH SAC Branch to develop an action plan for promoting safe sleep education/outreach during National Public Health Week April 4-10, 2011 on the California SIDS Program website and among SIDS Coordinators.
- Worked with the Sacramento County Child Abuse Council to obtain a SIDS parent participant for a video being produced as part of the ABCs of Infant Safe Sleep education project.

◆ **Upcoming Activities**

- May 10, 2011 ~ State SIDS Advisory Council teleconference.
- May 12, 2011 ~ Southern California Regional SIDS Council Meeting.
- May 20, 2011 ~ Northern California Regional SIDS Council Meeting and 2011 SIDS Conference Planning Meeting.
- July 15, 2011 ~ Northern California Regional SIDS Council Meeting and 2011 SIDS Conference Planning Meeting.
- August 9, 2011 ~ State SIDS Advisory Council teleconference.